

**Anupam Tomer**

Based in Delhi, Anupam engages in a multitude of genres of art and design. His mixed works showcase urban contemporary, pop art and graphic collages.

Tools used

Art Paper, Acrylics, Set of Brushes, Glue Stick, Pair of Scissors, Digital Camera, Sponge Blocks, Marker Pens, Roller, Masking Tape

Brief

To create a provoking visual by mixing natural imagination and urban, contemporary mixed media techniques.

Chaotic**Imagination**

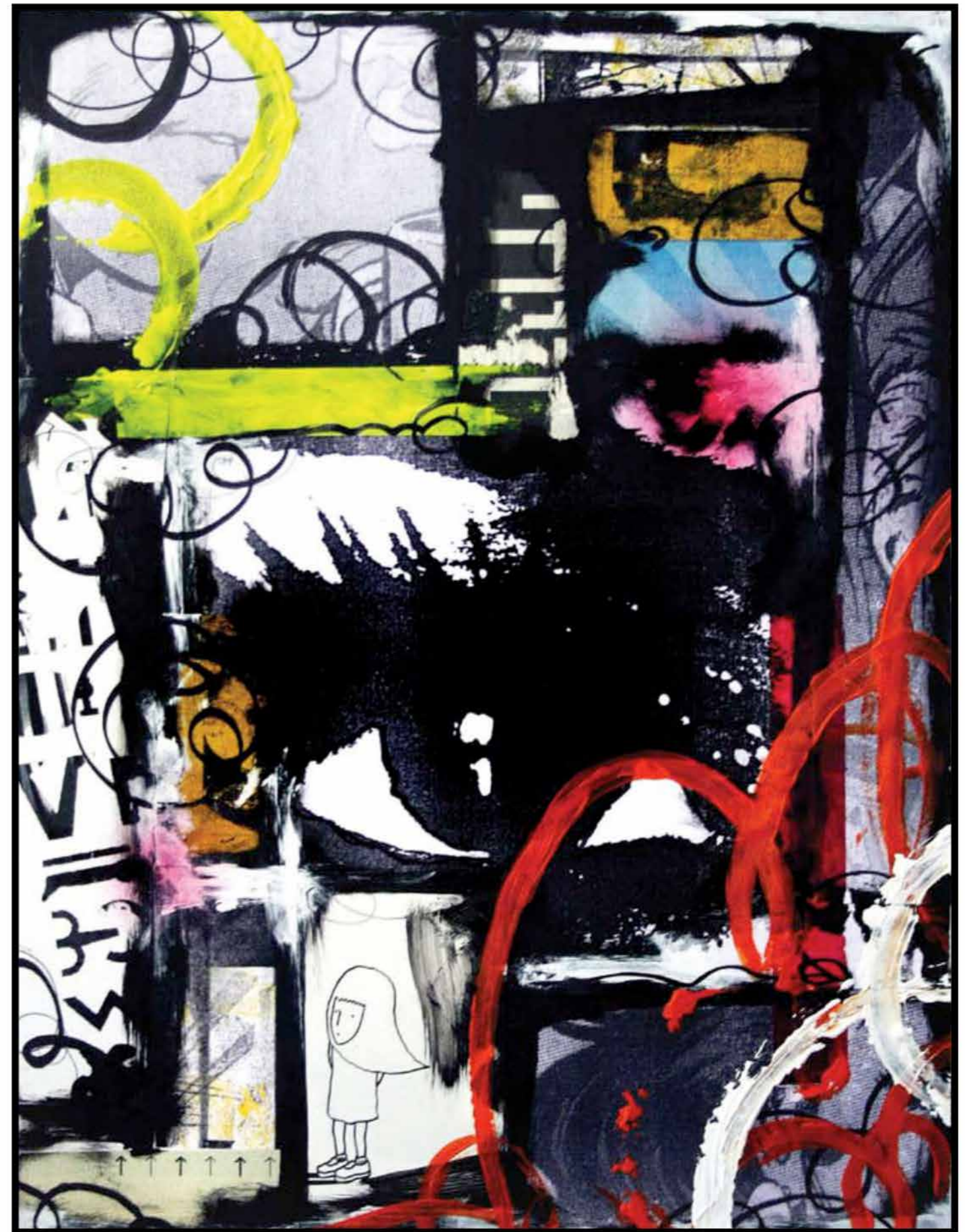
Imagination of a designer is, at times, not guided. Being surrounded by myriad images, a designer may get hit upon by any random visual to embark into a journey of free and unbounded thoughts. Mix media designer Anupam Tomer explains one such instance where he ended up creating Eye of A Storm.



01 Assembling the Essentials. To begin with, assembled the basic set of tools. Prepared a 15"x10" plain white art card paper by masking off all the edges with 1 inch masking tape. On the side, cut, cropped and assembled all the collected imagery that would be used to build up this composition. The selected cropped images were mostly cropped from fashion magazines, newspapers, postcards and B&W photocopies of comic strips.



02 Visual Experimentation. The idea was to build sensitivity towards a specific subject while setting up a focal point around it along with a set of other interrelated subjects. Took a shot of an 'eye' as the focal point and started building an arrangement around it. Got a good visual balance of all image blocks in terms of their positioning and how they were complimenting each other or helping build a story around a subject. A library of abstract images, photocopies and crops always comes in handy for idea generation and to help build upon themes.

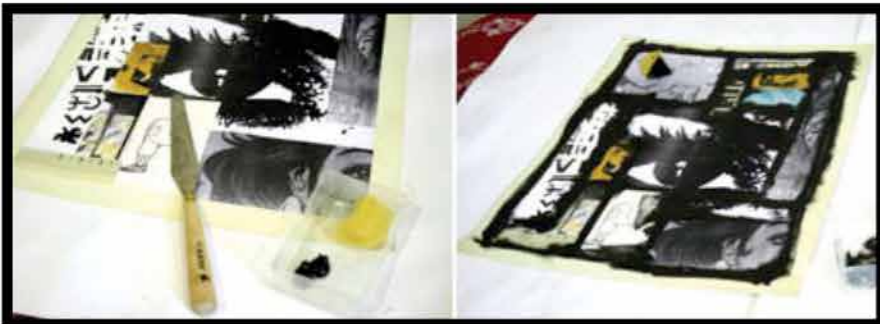




03 Setting the Subject Through Images. Taking further the subject, 'Storm', decided to reflect upon the chaos that our visual senses take in and absorb on a daily basis. Loads of information, bombarded at us in the form of signage, symbols and conversations, made up for that chaos. Took all these as key references to give a thematic structure to the work. With trial-n-error, got the arrangement that inspired the subject most.



04 Adding Substance and Thematic References. Visualized the artwork and how it could be built. Picked this arrangement due to its sense of balance in its colour form and structure and pasted it up together. The idea was to portray daily affairs in a slightly more dramatic way, using relevant imagery. Quickly run a roller on it for an even paste.



05 Binding the Images. Carefully using a palette knife, started blocking in black and white acrylic paint, to bind/ connect all images into one composition. Used a block sponge to spread the black acrylic around the edges of the images to give a very uneven and rough look. Let it dry for a while.



06 Applying Visual Depth and Balance. Threw in some strong contrasting colours to infuse a sense of shock value – very much a part of pop culture. A subtle use of these colours helped punch the artwork out even more from the base images that were in darker tones. One can even go all out using neon shades. Began by blocking out strips of areas (using masking tape) that were to be highlighted. Then using a brush, filled in the colour and let it dry. Eventually peeled the masking tapes to leave a crisp look. This layering process can be repeated in other areas too. Repeated in both horizontal and vertical directions.



07 Layering a Sense of Motion and Finer Details. Finished the layering. Wanted to add a sense of motion within the artwork. Started to create a sense of variation and depth by drawing out circular shapes and graffiti styled spiraling elements. Used a black marker with a fat nib and a fine tip marker while layering over the imagery. These acted as final embellishments. Splashed in some brighter colour tones using the acrylic tubes in a circular fashion. Got a rough look with a thicker paint effect.

「A library of abstract images, photocopies and crops always comes in handy for idea generation. It helps to explore visual themes and build upon expressions of ideas」



08 Final Step. Peeled off the masking tape on the sides. Got a very nice clean finish to the composition, all ready to be framed ←